

PHILIP MORRIS USA

INTER-OFFICE CORRESPONDENCE

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TO: Nancy Lund

DATE: December 17, 1993

cc: S. Piskor
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FROM: Ann von Gernet

SUBJECT: Project Status: Week Ending 12/17/93

Green

Last Call Mailing - mailing December 27 - 31st. Costs came down 33% from the original \$1.2 MM budget due to postcard savings (including 1st class mail). Printing an additional 2MM to include all outgoing gear orders through the first week in February.

Racing Calendar Mailing - Doing separations. Costs went up 12% from the original \$2.2MM budget due to higher final estimate from Agency; capped audience at 2.0MM to avoid further overage (actual 2.3MM). Drop dates: January 24 - February 14, 1994.

Team Review/Preview Mailing - Creative being presented next week. Audience decreased to 300M due to exclusion of YAMS (MAT Team responders only). Target drop date: early February, 1994.

Liquidation Mailing - Postponed until July.

Country Store Tease - Issuing creative brief for mailing to MAT gear responders between MAT and Country Store. Target drop date: early March, 1994.

Local Race Invitation - Details being finalized for creative presentation early January. First race in Phoenix in April. First drop date: mid-March, 1994.

Birthday Card Mailing - LBCo. developing creative for presentation mid-January. Executed logistics finalized. First drop date: April, 1994.

Country Store Mailing - Finalizing details of plan. First drop date: mid-April, 1994.

1994 Van Program - Finalizing incentive items/graphics, LBCo. developing kiosk/POS creative for presentation week of January 3, 1994.

1994 Bar Program - Finalizing incentive items/graphics. Developing new MAT video game to be played on computer.

Train - Meeting with Comart next week on development/logistics plan.

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